



RURALCO AND TAMA WEAVE ALLIANCE FOR MENTAL HEALTH AWARENESS



The Lifeline-branded Tama small square twine to go on sale in August.

With the hay season fast approaching, Ruralco has partnered with Tama Australia to launch their exclusive Lifeline small square twine to raise funds for mental health charity; Lifeline.

For every pack of twine sold in participating CRT outlets, Tama will donate \$3 to each store's local Lifeline branch. In an added bonus, Ruralco has pledged to match the donation of the store that sells the most packets of twine between August and December 2019.